Foreign assistance for development of tourism in NE region

744. SHRI DWIJENDRA NATH SHARMAH: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether there is any proposal to develop tourism sector in Assam and other parts of North-Eastern Region with foreign assistance;

(b) if so, the details thereof, and

(c) the action taken in this regard?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) Yes, Sir.

(b) and (c) United Nations Development Programme (UNDP) has sanctioned a study which aims at providing a long-term sustainable tourism development plan for the State of Nagaland. Sutdy is being executed by World Tourism Organisation. The plan will comprise a tourism development programme, community and human resource development programme, marketing development programme and institutional strengthening. The preparation of plan will be a starting point for taking necessary action and implementing various strategies to achieve sustainable growth in tourism development.

Tourism Promotion in NE Region and J & K

745. DR. MANMOHAN SINGH: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) the importance attached to tourism promotion in the North-Eastern States and Jammu and Kashmir in the national tourism policy; and

(b) the details of promotional measures and financial allocation thereof during the current fiscal year?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) The National Tourism Policy envisages implementation of on-going cost effective promotion programmes in each source market in partnership with the states and the private sector of the tourism industry. During the current financial year an Eco-tourism circuit for the North Eastern States